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# Automotive News®

Detroit, July 13, 1981

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### 1.6 million represent 83½-day stockpile

# Unsold cars set record

By Richard A. Wright
Assistant Managing Editor

Fairly strong production coupled with lagging sales in June resulted in a heavy inventory of U.S.-built new cars July 1.

The domestic auto makers opened July with 1,664,871 new cars in stock, an 83½-day supply, heaviest ever for July 1.

A year ago, the industry had 1,627,857 new cars in inventory, an 80-day supply.

The July 1 inventory was up precipitously from a month earlier, when the industry had 1,471,656 new cars in stock, a 70-day supply.

All the corporate makers except Volkswagen of America increased their inventories during June, but the lion's share of the gain was accounted for by General Motors, which opened July with a record stockpile of more than a million cars, sufficient for 85 days. GM had a 70-day supply June 1.

Ford Motor Co. had an 81-day supply, up from 73½; Chrysler Corp., 86 days, up from 73; American Motors, 75½, up from 40, and VWoA, 66½ days, down from 72.

• The July 1 domestic inventory was divided this way: GM, 60.98 percent; Ford Motor Co., 23.91 percent; Chrysler Corp., 11.64 percent; VWoA, 1.78 percent, and AMC, 1.69 percent.

A month earlier, the inventory was divided as follows: GM, 59.59 percent; Ford Motor Co., 24.46 percent; Chrysler Corp., 11.64 percent; VWoA, 2.82 percent, and AMC, 1.49 percent.

By size class, all segments increased during the month. The industry had a 70-day supply of subcompacts, up from 57 days; a 94-day supply of compacts, up from 75 days; a 91-day supply of intermediates, up from 78 days; a 72½-day supply of standards, up from 68½ days, and an 85-day supply of luxury cars, up from 62½ days.

The July 1 inventory was divided this way by size segment: Subcompact, 20.18 percent; compact, 30.51 percent; intermediate, 30.04 percent; standard, 12.77 percent, and luxury, 6.50 percent.

A month earlier, the inventory was divided as follows: Subcompact, 19.71 percent; compact, 28.62 percent; intermediate, 31.59 percent; standard, 14.10 percent, and luxury, 5.98 percent.

• The July 1 days-supply figures by market class were:

Subcompact — Chevette, 57; Escort/EXP, 61; Rabbit, 66½; J-2000, 69; Lynx-LN7, 71; T-1000, 73; Horizon, 76; Omni, 86; Cavalier, 88, and Spirit, 119½.

Compact — Concord, 46; Skylark, 70½; Zephyr, 75; Omega, 81; Mustang, 83; Capri, 89; Reliant, 91; Fairmont, 91; Eagle, 95; Camaro, 96; Aries, 103½; Citation, 118, and Firebird, 121½.

Intermediate — Cutlass, 52; Century, 63; LeBaron, 73; Cougar, 77; Supreme, 77; Cordoba, 82; Diplomat, 83; LeMans, 89; Granada, 96; Mirada, 100; Malibu, 101; Regal, 112; Grand Prix, 116; Thunderbird, 117; RX-7, 119, and Monte Carlo, 133.

Standard — Gran Fury, 34; Olds 88, 54; Olds 98, 60; St. Regis, 65; Pontiac, 67; Chrysler, 68; LeSabre, 68½; Mercury, 72; Ford, 79; Electra, 89, and Chevrolet, 92.

Luxury—Imperial, 54; Cimarron, 55; Corvette, 66; Riviera, 75; Toronado, 75; Cadillac, 86; Eldorado, 88; Lincoln, 102; Seville, 105, and Mark VI, 118.

## New Car Stocks

| | July 1, 1981 | June 1, 1981 | July 1, 1980 |
|---|---|---|---|
| Spirit | 119½ | 50 | 110½ |
| Concord | 46 | 30½ | 78 |
| Eagle | 95 | 44 | 167 |
| AMERICAN MTRS. | 75½ | 40 | 102½ |
| Horizon | 76 | 61 | 134 |
| Reliant | 91 | 90 | ..... |
| Gran Fury | 34 | 25 | 73½ |
| Plymouth | 82 | 72 | 124½ |
| Imperial | 54 | 41 | ..... |
| LeBaron | 73 | 55 | 133 |
| Cordoba | 82 | 84 | 148 |
| Chrysler | 68 | 61½ | 99 |
| Chrysler | 76 | 62 | 129 |
| Omni | 86 | 58 | 126 |
| Aries | 103½ | 103 | ..... |
| Diplomat | 83 | 57 | 145 |
| Mirada | 100 | 114 | 144 |
| St. Regis | 65 | 56 | 65 |
| Dodge | 94 | 77 | 122½ |
| CHRYSLER CORP. | 86 | 73 | 113 |
| Escort/EXP | 61 | 61 | ..... |
| Mustang | 83 | 65 | 79 |
| Fairmont | 91 | 88 | 72 |
| Granada | 96 | 97 | 80 |
| Thunderbird | 117 | 122 | 122 |
| Ford | 79 | 89 | 68 |
| Ford | 81 | 76 | 84 |
| Lynx/LN7 | 71 | 63 | ..... |
| Capri | 89 | 62 | 77 |
| Zephyr | 75 | 59 | 98 |
| Cougar/Monarch | 77 | 73 | 81 |
| XR-7 | 119 | 106 | 104 |
| Mercury | 72 | 78 | 69 |
| Mercury | 78 | 68½ | 89 |
| Lincoln | 102 | 49 | 74 |
| Mark VI | 118 | 63 | 75 |
| Lincoln | 110 | 56 | 74 |
| FORD MOTOR CO. | 81 | 73½ | 82 |
| Skylark | 70½ | 50 | 50 |
| Century | 63 | 63 | 72 |
| Regal | 112 | 95 | 118 |
| LeSabre | 68½ | 57 | 86 |
| Electra | 89 | 69½ | 97 |
| Riviera | 75 | 64 | 78 |
| Buick | 82 | 67 | 84 |
| Cimarron | 55 | 102 | ..... |
| Seville | 105 | 95 | 109 |
| Cadillac | 86 | 62 | 81 |
| Eldorado | 88 | 65 | 71 |
| Cadillac | 86 | 66½ | 82 |
| Chevette | 57 | 43 | 65 |
| Cavalier/Monza | 88 | 98 | 64 |
| Citation | 118 | 109½ | 50 |
| Camaro | 96 | 66 | 92 |
| Malibu | 101 | 77 | 85 |
| Monte Carlo | 133 | 125 | 108 |
| Chevrolet | 92 | 83 | 103 |
| Corvette | 66 | 46½ | 60 |
| Chevrolet | 95 | 80 | 76 |
| Omega | 81 | 64 | 54 |
| Cutlass | 52 | 41 | 52 |
| Supreme | 77 | 78 | 67 |
| Olds 88 | 54 | 53 | 60 |
| Olds 98 | 60 | 42 | 62 |
| Toronado | 75 | 66 | 68 |
| Oldsmobile | 65 | 57 | 60 |
| T-1000 | 73 | 41 | ..... |
| J-2000/Sunbird | 69 | 46 | 66 |
| Phoenix | 133 | 83 | 57 |
| Firebird | 121½ | 57 | 76 |
| LeMans | 89 | 65 | 89 |
| Grand Prix | 116 | 94 | 99 |
| Pontiac | 67 | 76 | 72 |
| Pontiac | 95 | 69 | 76 |
| GENERAL MTRS. | 85 | 70 | 75 |
| VOLKSWAGEN | 66½ | 72 | 39 |
| TOTAL | 83½ | 70 | 80 |

## Svelte Swede

***New Volvo due for '83***

Destined to replace Volvo's top-of-the-line GL series, this new car represents a rather radical styling departure for the Swedish maker. Introduction is scheduled for '82 in Europe and '83 for the U. S. Power most likely will be choice of a V-6 gasoline unit or an inline diesel six, with turbocharging for both a possibility.

# Benton maps a big role for '82 4-door Escort

By Al Fleming
Industry Editor

Ford Motor Co.'s already strong Escort/Lynx lineup will pack added wallop in the 1982 model year when a four-door hatchback model is introduced.

"Our biggest volume plus next year will come from the new four-door," Philip E. Benton, vice president of sales operations for Ford's North American Automotive Operations, told AUTOMOTIVE NEWS.

"We expect the four-door to account for close to half the total mix of the line," he added.

According to Benton, about 500,000 Escort/Lynx and sporty EXP/LN7 versions will be sold in the 1981 model year. "That's every one we can produce, flat out," he said.

The '82 lineup, including the four-door, will hit 950,000 sales, the Ford official predicted.

"At the start of the model year, we'll run at about a 900,000-unit annual rate," he said. "By mid year '82, we'll have production capability of over a million units, but I think we'll average 950,000 for the entire year."

Escort, one of the industry's few success stories this year, has become the number one nameplate in the U. S. It is accounting for 30 percent of Ford Division sales and about 19 percent of the subcompact-car market.

Still, the two-seat EXP/LN7, introduced last spring, isn't living up to the company's sales expectations, Benton admitted.

"They've been somewhat hamstrung by our lack of experience with two-seaters in this price range," Benton said.

The idea for an optional rear seat—discarded just before debut of the sporty models last April — is being revived, and a prototype of a three-seater headed into a market research program just last week.

Asked if a rear-seat option will be offered in '82 models, Benton replied, "I think it will."

Besides the four-door Escort/Lynx and three-seat EXP/LN7, other products expected to stir buyer interest, according to Benton, are a new station wagon in the Granada/Cougar series and a downsized Lincoln Continental.

"We hope to sell 30,000 to 40,000 Continentals," Benton said.

He called the company's forthcoming compact-size Rang-

Continued on Page 8, Col. 3

# NADA backs usury action

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — Preemption by the federal government of state usury ceilings will not be a panacea for the U. S. auto industry, but it will have a positive impact on automobile and truck sales, NADA President Wendell Miller told a Senate panel.

Miller, who has seen more than 2,000 of his fellow dealers close their doors over the past 18 months, thinks high interest rates and the consequent drying up of credit in those states with usury limits have been major contributors to those closures.

In testimony before the Senate Subcommittee on Financial Institutions, he called for passage of legislation sponsored by Sen. Richard Lugar, Indiana Republican, that would preempt state usury ceilings for consumer credit.

Gordon Gilbert, of the Recreation Vehicle Industry Assn., a group that has been even harder hit by rising interest rates, echoed Miller's sentiments, saying that the loss of even one sale to an RV dealer because of usury limits can be very damaging and that preemption

Continued on Page 8, Col. 1

# breaking news

### Ford incentive pays up to $600 per car

DETROIT.—Ford Division has instituted a July 10-Sept. 13 incentive, paying up to $600 on selected models. Dealers get $150 for hitting 30 to 59.9 percent of a combined Fairmont/Granada/Thunderbird objective, $300 for 60 to 89.9 percent and $500 for 90 percent and over. A July 10-Aug. 9 fast start gives them $200, $350 and $600 for the respective categories, if they hit it.

### VW's Thomee fills in for Schmuecker

WOLFSBURG, West Germany. — Volkswagenwerk AG's head of finance, Prof. Friedrich Thomee, is filling in as acting chairman of the firm. Chairman Toni Schmuecker, 60, suffered a heart attack June 11, and is expected to be convalescing for six to eight weeks.

### Feds still mulling once-in-a-lifetime rule

WASHINGTON. — Authorities still are reviewing about 1,000 public comments on a proposal to allow U. S. residents

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Dealer programs

# Chrysler, Toyota, VW launch cash incentives

By Joseph Bohn
Marketing Editor

Auto companies are cranking up a new round of dealer cash incentives to stimulate sales with new Volkswagen, Chrysler and Toyota programs the latest.

VW kicked off a 60-day program, called "60 Days, Triple Pay," which runs from July 1 to Aug. 31. It sets a combined objective for sales of gasoline and diesel-engine Rabbits and pickup trucks.

The payoff levels are: 1-50 percent of objective, $50 per unit; 51-100 percent, $150 per unit, and 100 percent and above, $400 per unit, non-retroactively.

The objectives are based on a dealer's planning volume and his rate of travel for the past five months.

One dealer observed that, based on high planning volumes in the metro areas, it might be tough to hit the upper echelons of the payout, but "If I can duplicate my rate of travel for the past five months I can hit it (the $400 level)."

Chrysler Corp. launched a July 1-Aug. 31 sales managers' program, paying from $375 to $3,000 to managers who hit various attainment levels.

The program is called "Tee Off on '81." Payments are based on retail sales objectives. The objectives combine all domestic and imported cars and trucks into one figure which varies by dealership.

Dealers are grouped into various flights of A, B or C. Flight A dealers have an objective of 125 or more units; Flight B dealers an objective of 65 to 124 units and Flight C dealers an objective of 15 to 64 units.

If the Flight A manager hits 90-99.9 percent of his objective he receives $750; for 100-119.9 percent, he receives $2,000, and for 120 percent or more he receives $3,000.

If a Flight B manager hits 90-99.9 percent of his objective he receives $550; for 100-119.9 percent, he receives $1,500, and for 120 percent or more, he receives $2,250.

For Flight C, a manager who hits 90-99.9 percent of his objective receives $375; for 100-119.9 percent, he receives $1,000, and for 120 percent and over he receives $1,500.

Dealerships can move up to the next higher level, beyond their original flight, by volunteering to meet a higher objective and selling more units.

• Toyota has two new incentives, a cash program aimed at trucks only and a trip program aimed at cars and trucks.

The pickup truck incentive, called "Toyota Stretch Drive," runs from July 2 to Sept. 1. Dealers are paid performance against a total objective in the following amounts: 45-75 percent of objective pays $100; 76-100 percent pays $200, and 101 percent and over pays $300. The payments are nonretroactive.

However, there is a July 2 to Aug. 2 fast start. If the dealer hits it, he receives a 30 percent bonus on previous payments, which would equal $30, $60 and $90 per unit for the various brackets.

If a dealer misses the fast start but hits 110 percent of his total objective, he receives a 50 percent bonus on previous payments, amounting to $50, $100 and $150 extra per unit.

If he hits the fast-start July objective and gets 110 percent of his total objective, he receives an 80 percent bonus, amounting to $80, $160 and $240 per unit.

In a second contest—for sales managers — there is a total car-truck objective. Dates for this contest, called "Stretch Drive to Japan," are July 2 to Oct. 1.

Sales managers receive trips to Japan for achieving a certain percentage of their objective. They can also accumulate up to eight extra percentage points toward their objective by hitting one of four minor objectives.

For hitting a July car-truck objective, they receive two additional percentage points; two more for a July-August car-truck objective; an additional two for July-August car objective and two more for a July-August truck objective.

## 20-dealer loss seen for Detroit

DETROIT. — High unemployment and attrition from overdealering is liable to cost the Detroit area about 20 dealerships in the next year, according to Dan Hayes, executive vice president of the Detroit Auto Dealers Assn.

On the positive side, he added, Ford dealers' individual profit picture has improved considerably from a year ago.

Metro Detroit now has 230 dealers, down from 257 in 1978. The projected decline would take the number to 200-210.

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56th year — No. 4871

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**PasseParTout covers ground**

The multi-purpose PasseParTout tracked vehicle, from PPT of Michigan, a division of Twin Bay Industries, Inc., Livonia, Mich., carries people and equipment through almost any terrain. The company is expanding its U. S. dealer organization from Northern and Western states to outlets of power and mobile equipment around the country. PasseParTout in French means master or skeleton key.

## AMC chooses Compton for international ads

SOUTHFIELD, Mich.—American Motors International Operations has named Compton Advertising, New York, as its new agency for AMC and Jeep vehicles outside North America, effective immediately.

Compton replaces Chiat/Day which had previously handled the $3 million account. Compton also handles AMC's four-wheel-drive vehicles in the U. S.

AMC said the selection resulted from an extensive screening process that began last May.

"Compton is a large, internationally experienced agency with an exceptionally strong worldwide network of operations," said Robert M. Williams, director of marketing for AMC International Operations.

"Their extensive knowledge of American Motors' products was a significant factor in their selection," said Williams.

No abrupt shift for '82, Arakawa says

# Nissan memo details name change

By Joseph Bohn and Bob Hall

Tetsuo Arakawa, president of Nissan Motor Corp. in U.S.A., issued an internal memo to employes, indicating the company would not drop the Datsun name for '82, but leaving the door open for a gradual, evolutionary change in image.

Arakawa termed "exaggerated" press reports that the Datsun name is being replaced by Nissan for '82.

"We will be introducing an all-new front - wheel - drive car, bearing the Nissan name more prominently, but that same vehicle will continue to carry the Datsun name as well," Arakawa said, referring to the new Stanza (510 series replacement) which is tentatively set to be introduced Oct. 9.

Nissan Motor sources in Tokyo said the move away from numerical designations is based on the success of the 810 Maxima, a car remembered more as Maxima than as 810.

The name "Stanza" has been used in Australia for the current 510 range for a few years now and was one of Nissan Australia's earlier moves away from numeric designations.

A new 280-ZX turbo five-speed is tentatively slated for a Nov. 20 introduction.

"In reality, the higher visibility of the Nissan name is part of an ongoing effort by the parent company to bring all the increasingly important international auto operations under the same umbrella," Arakawa said.

"It is felt that the Nissan name better identifies the worldwide vehicle lineup and unifies the company image," he said.

"I must tell you no final decision on this matter has been made. But if it does receive approval, the transition will be an evolutionary process and not accomplished overnight. This project is still being carefully studied."

An AUTOMOTIVE NEWS report (June 29) of the name change for '82, brought a storm of protest from dealer groups, as well as advertising people, because of the tens of millions of dollars which had been spent to promote the Datsun name.

The company appears to be attempting to soothe ruffled feathers and taking a more cautious tack, although the underlying intent to bring about a gradual name change remains a part of the long-term strategy of its home office.

Tokyo sources at Nissan confirmed the U. S. memo, saying the gradual phase-in for the Nissan name has not been set, but was coming and would be evolutionary.

One Nissan source in Japan said, "The head office has had a bee in its corporate bonnet for a number of years now that the Nissan name should appear more prominently in export markets, rather than the Datsun nameplate which is used only for trucks here in Japan.

"Some upper executives see the gain in corporate prestige being enormous, but they tend to forget that we've spent 20 long, hard years in some of these places developing the Datsun name and reputation, and they want to change it overnight.

"Sure, in some small nation where you have, say 50 to 100 dealerships, you can change the corporate image in a reasonably short period of time.

"In some place like the U. S., where there are hundreds upon hundreds of dealer outlets, the task becomes even more massive. Then, too, you must consider what sort of advertising expenditures would be needed just to help in establishing the new corporate identity.

"About the only people who would prosper from a move like this will be the makers of signs for the dealerships and the Esty (advertising) people. And I can imagine that users will continue to refer to us as Datsun for years to come," the source added.

**Breaking away with T-1000s**

Pontiac dealers in the Newark zone drove 110 new subcompact T-1000 passenger cars away from their spring product training meeting at the GMAD plant in Wilmington, Del. The event included a plant tour plus a briefing on quality before the dealers took to the roads with their new products.

# 30-day U. C. warranty in N. Y. legislature

By Marjorie Sorge

New York State dealers are up in arms about a proposed used-vehicles bill which they say could cripple that industry if passed.

That proposal, currently in committee in the State Legislature, would require a 30-day warranty and a written statement on the car's condition. If the dealers failed to comply with the provisions, the act says their licenses could be suspended.

Ford, Chrysler and General Motors dealers throughout the state have already banded together, some through the state associations, to defeat the bill. According to Ray Cohen, executive vice president, Independent Dealers Committee Dedicated to Action, their lobbyist has told the committee the bill doesn't have much chance of passing.

Under the bill, dealers would have to warrant the vehicle for 30 days or 2,000 miles after the date of delivery. That warranty would cover the engine, frame, body, driveshaft, transmission, axles, brakes, tires, wheels, differential and the cooling, fuel, steering, suspension, exhaust and electrical systems.

The warranty specifies that the dealer will either repair the car, pay for the repair or replace the parts or systems without charge to the buyer during the covered period. In addition, if the warranty is breached the dealer would have to refund

Continued on Page 42, Col. 3

**Cooperation with Ford cited**

# UAW's trip to Japan seen bolstering image

By Marjorie Sorge
Labor Editor

DEARBORN. — The joint UAW-Ford trip to Japan may have quelled some of the fears Japanese manufacturers have concerning the U. S. labor movement, according to Donald F. Ephlin, union vice president and director of the Ford Department.

Ephlin said eliminating some of these fears was a sidelight of the trip. The joint tour was a fact-finding operation on Japanese labor and management relations.

The Japanese auto makers have been apprehensive about building plants in the U. S. because of their fears of American unions, but Ephlin said the fears are unfounded and an excuse. He said the companies were surprised to see the Ford and UAW people together because they had been told the relationship between U. S. companies and unions was at the very least bitter.

Both Honda and Datsun are building plants in the U. S., scheduled to come on stream within the next 18 months. Those companies have voiced concern for the company/union relationship if those operations are organized.

Labor observers say the UAW is hoping joint ventures like this Ford-UAW trip may quiet some of this apprehension and make it easier to organize those facilities. However, there will still be the problem of a very different relationship between companies and unions in Japan and the U. S.

"The UAW and the Japanese system just don't go together," Ephlin told a press conference following the group's return from Japan. "We are a product of the (U. S.) industrialized system and the Japanese have trouble understanding U. S. labor relations."

• He said the Japanese unions are company organizations and would be called "sweetheart" unions in the U. S. But he said he would not criticize their system because "they've done well" and have achieved job security for their workers in the form of lifetime employment.

The UAW has been calling for more job security for its members in the U. S. auto companies lately, and it is thought that subject may play a big role in the 1982 negotiations.

While the Japanese and U. S. labor systems differ, Ephlin said there are certain areas in the domestic relationship that don't make much sense and needs to be changed.

"Just because we are adversaries, doesn't mean we are enemies," he said.

Some of those changes are coming in the new Employe Involvement program being used at several Ford plants. Both Ephlin and Peter J. Pestillo, Ford vice president, labor relations, said that system is improving quality and productivity and is not all that much different from the much-ballyhooed Japanese plant system.

"We didn't find anything startling over there," Pestillo said. "They don't do anything dramatically different than we do. We just need to tinker a little bit."

Ephlin agreed the trip showed both parties they were on the right track with the U. S. program and that the Japanese are not "supermen."

The only differences found during the trip were a lower standard of living for the Japanese workers in benefits and work time; roomier, less congested plants, and fewer middle management people. That has already been implemented in some Ford plants where the management level has been reduced to bridge the gap between the shop floor and the offices.

Also, Ephlin said, the Japanese choose their hourly people like the Americans choose their top management, and those workers have lifetime employment.

This philosophy, however, does control the marketing concept. The Japanese build cars then find the marketplace because of their commitment to keep people working, while in the U. S., if the cars aren't selling, workers are laid off, he said.

Pestillo said he was impressed with the emphasis on human, rather than labor relations.

Both men said there was very little of the Japanese system that could be adopted in total for use in the U. S.

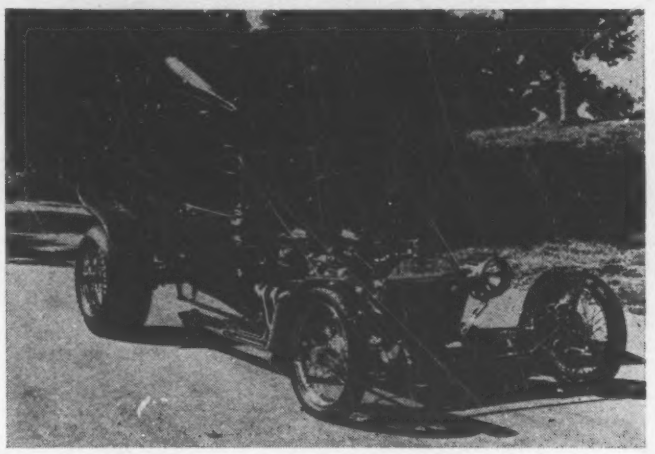
"We didn't go over there to copy them," Ephlin said. "I didn't see anything over there I didn't see in the United States before."

There were 15 members of the study committee, eight from the UAW and seven from Ford.

## Rockwell to enter AOT Hall of Fame

MIDLAND, Mich. — The Automotive Organization Team will hold its sixth induction program at its Automotive Hall of Fame here on Oct. 15.

To be honored is the late Col. Willard F. Rockwell, founder of Rockwell Corp., now known as Rockwell International.



***Total T Roadster kit***

This fiberglass replica of the 1923 Model T is built on a pickup bed and set off with chrome front end or optional brass. A chromed Jaguar rear end is another option. The kit, from Total Performance, Wallingford, Conn., starts at $7,995.

**McDonald cites progress in labor relations**

# GM execs predict an end to slump

NEW YORK. — General Motors executives maintained an optimistic view of the future of the auto industry, and GM in particular, as they met with the leading financial analysts here last week.

During questioning by the analysts, senior executives came back to the same point: There is a slump but the corner will be turned and GM will compete.

The analysts, on the other hand, concentrated on productivity, quality and the ability of the company to compete with the Japanese in those critical areas. Many of the nearly 100 analysts present had recently returned from trips to Japan where they toured various facilities.

GM President F. James McDonald said that closing the $8-per-hour wage gap between the two nations and the productivity questions was an issue "too big to overcome by ourselves." He said flatly that management and labor have to come together. "All parties ought to be talking about it and coming up with solutions," he said.

McDonald bluntly said that "we've been bent over by labor" and "we've taken the long strikes in the past, but that's changing." Strikes don't solve anything anymore, and even the UAW leadership is realizing this, he said.

• McDonald stressed that in the area of work practices, to increase productivity and quality of the product, management had to depend on labor. With labor, the company has introduced what it calls a Quality Work Life Program in some plants, which McDonald says makes it easier to resolve some problems.

As for automation, which the analysts focused on as part of productivity, McDonald said the company was moving quickly in this area. He added that automation is developing quickly into a new area of programmable robotics. This new technology will enable a company to merely reprogram the system rather than replace it for specific job tasks.

When asked whether the company has specific target percentages of productivity increases for the upcoming year, compared with the Japanese who are looking to increase productivity by 6 to 8 percent, McDonald responded that GM did not.

In response to another question on mixed assembly, similer to the Japanese plants to allow faster response to market demands, McDonald noted that GM was still in a transition phase with the introduction of front-wheel-drive models.

The aim of the company is to be able to build a couple of model lines at the same plant, either at the same time or in one-day time frames.

While GM is moving ahead, some analysts pointed out that certain programs have been delayed. McDonald said it was a question of improving quality with more time.

He said that as the market shifted to smaller cars, GM compressed its programs to meet the needs. It was decided, he said, that if the company now spread out its programs and gave them more time, the quality would be better.

• Howard H. Kehrl, vice chairman, added that people were carrying double work loads since the production program rate was doubled and something had to be done to spread this out more.

As for the stability of GM and its ability to compete, both McDonald and Kehrl as well as F. Alex Smith, executive vice president, voiced the opinion that there is a "pent-up" demand in the marketplace. The current situation is temporary, and is caused by high fuel costs and high interest rates, they said.

Smith said that GM has the financial capability and will have a complete product offering around the world in the future.

"We do see the market strengthening and there is stronger demand out there in the long term," he said.

## Antitrust suit against Mack is dismissed

WASHINGTON.—The Justice Department has dismissed without prejudice a civil antitrust suit against Mack Trucks, Inc., and its National Distributor Advisory Council (NDAC).

The department filed the suit last January, alleging that Mack and NDAC (a body of independently-owned distributors appointed by Mack to sell trucks and truck parts) had conspired to fix prices of truck parts in the U. S.

Justice dropped the suit, according to Assistant Attorney General William F. Baxter, because the alleged violation consisted of a vertical pricing arrangement between Mack and its distributors, with no demonstrable horizontal effects as had earlier been suspected.

"Even if one views the case as a purely vertical one, our evidence for the proposition that Mack had entered an agreement with the independent producers was confined to one episode, and even as to that episode there were evidentiary weaknesses," Baxter said. "Also, we had no evidence of subsequent policing or coercion."

At first, because Mack has a wholly owned distributor network as well as independent distributors, the Justice Department perceived the case as having horizontal features.

But "the mere fact that a manufacturer achieves a portion of its distribution through wholly owned channels does not, by that factor alone, convert a vertical case into a horizontal one," Baxter said.

**Imports gain over May; domestics lose ground**

# June sales inch ahead of 1980 level

By Jenny L. King
Staff Writer

New-car sales in June showed a slight increase overall compared with the month a year ago, with domestics up 1.35 percent and imports pulling ahead 7.93 percent. In fact, it was a disappointing month for the U. S. auto makers and yet another strong one for the imports.

June domestic sales were down 1.18 percent from May's 524,021 total.

Domestic new-car sales totaled 517,815 in June, up only 1.35 percent over 510,921 for June, 1980, and down 2.55 percent on a daily-selling rate basis. With 26 selling days this June, the average was 19,916, compared with 20,437 based on 25 selling days a year earlier.

Meanwhile, imports enjoyed a sales increase, plus 28.41 percent of the month's market. Import sales totaled 205,527 in June, up 7.93 percent over 190,431 a year ago.

Combined sales for the month numbered 723,342, up 3.14 percent over 701,352 last year.

Total first-half sales were 4,582,201, down 1.46 percent from 4,651,159 in 1980. The domestic auto makers retailed 3,308,432 new cars during the first six months of 1981, down 2.67 percent from 3,399,190. Import sales for the period were up 1.74 percent, to 1,273,769 from 1,251,969. The imports share of the market for the first half was 27.80 percent.

The daily selling rate for the domestics for the first half was

Continued on Page 46, Col. 1

**Where Auto Market was in June**

| | Total Sales | Pct. of Total |
|---|---|---|
| SUBCOMPACT | 125,441 | 17.34 |
| COMPACT | 141,110 | 19.51 |
| INTERMEDIATE | 142,446 | 19.69 |
| STANDARD | 76,133 | 10.53 |
| LUXURY | 32,685 | 4.52 |
| IMPORT | 205,527 | 28.41 |
| TOTAL | 723,342 | 100.00 |

**Where Auto Market was in First Half**

| | Total Sales | Pct. of Total |
|---|---|---|
| SUBCOMPACT | 772,776 | 16.86 |
| COMPACT | 948,644 | 20.70 |
| INTERMEDIATE | 943,263 | 20.59 |
| STANDARD | 439,514 | 9.59 |
| LUXURY | 204,235 | 4.46 |
| IMPORT | 1,273,769 | 27.80 |
| TOTAL | 4,582,201 | 100.00 |

***Alfa hatches a hatchback***

Alfa Romeo's Alfasud sedan, previously available only as a two-door or four-door, has been joined by a three-door hatchback. The hatchback is part of a new-model policy designed to drive Alfa Romeo back to profitability.

# Alfa Romeo mixes ambition and realism

The Alfasud has never lacked for sales among auto enthusiasts. When it appeared nearly a decade ago, it set new standards in ride, space and road handling that brought it rave reviews.

Even today it must be rated among Europe's best in these respects.

But enthusiasm alone does not guarantee a product's success, and Alfa Romeo's history in the past decade — when it turned from being a specialist performance-car manufacturer to a would-be mass-market operator with the Alfasud — has brought its share of disaster and disappointment.

It ran up a loss in 1973 and has been in the red ever since. It has changed the chairman or chief executive on average once a year for the past decade. On a good day, its absentee rate would be only one in five at the plant at Pomliagno d'Arco, near Naples.

That factory, with a theoretical capacity in excess of 200,000 annually, made 101,750 units last year.

• But a greater sense of realism is shaping Alfa Romeo's future these days. It talks of reducing losses and breaking even by the mid-'80s, and has ambitious plans for a new and more frequent model up-dating policy.

The V-6 version of the Alfetta GT was the first. The controversial deal with Nissan is another.

In the meanwhile, Alfasud has brought out a long overdue hatchback version of the Sud sedan to enable it to compete more effectively with the Fiat Ritmo/Strada, VW Golf, Renault 14, Ford Escort and Opel Kadett opposition.

In doing so, Alfa Romeo has followed a pattern taken by Citroen with the GS — a competitive model launched shortly before the Sud. It was recently given the extra rear door and folding rear seat treatment.

In the Alfasud's case the hatchback conversion has been effected only on the two-door models. To do the job on the four-door would apparently have required considerable extra torsional strengthening which could have upset the vehicle's inherent handling characteristics.

The same reason is given for not extending the rear door opening down to bumper level. The result is a rather high loading sill to overcome when putting luggage in or taking it out.

To go with the new models — and the sedans as well — is a new dash which features better face-level ventilation.

# Fiat supercharges Mirafiori sedan

Fiat has put a supercharged version of its Mirafiori sedan on sale in Italy. The company simply believes the supercharger is a more realistic alternative to the currently fashionable turbocharger in volume production cars.

Fiat's 2000 Mirafiori carries an Abarth badge. It costs around $11,700 in its country of origin, and boosts power output by 22 percent to 140 HP. Abarth — a company within the Fiat group — is offering a supercharger kit for other models in the Supermirafiori range at approximately $3,200.

Abarth's Roots-type unit is driven by a toothed belt from the crankshaft and gives a boost of 6.5 pounds per square inch.

Among the features which attracted Fiat to the supercharger were its comparatively low cost of manufacture; its lower weight (35 pounds) than a fully installed turbo with fuel injection; and the comparative ease of adapting it to carburetor engines without the need to employ expensive injection equipment.

Fiat says the 8 HP absorbed by the supercharger is made up by better mixture and combustion.

Not that the company is not interested in turbochargers. Its Weber subsidiary has a license to manufacture the West German KKK units, and it uses turbos extensively in its competition Lancia sports cars and Ferrari Formula 1s.

# REGISTRATIONS OVERSEAS

**SWEDEN**
**Cars**

| | 5 mos., 1981 | 5 mos., 1980 |
|---|---|---|
| Alfa Romeo | 231 | 195 |
| BMW | 1,206 | 1,061 |
| Daihatsu | 371 | 293 |
| Datsun | 2,012 | 2,062 |
| Fiat Auto | 1,579 | 2,493 |
| Ford | 9,329 | 6,782 |
| General Motors | 7,361 | 8,502 |
| Honda | 1,555 | 1,905 |
| Lada | 1,285 | 1,145 |
| Mazda | 3,720 | 2,841 |
| Mercedes-Benz | 2,134 | 2,536 |
| Mitsubishi | 892 | ..... |
| Peugeot SA | 2,919 | 3,786 |
| Renault | 1,306 | 2,137 |
| Saab | 10,544 | 10,764 |
| Toyota | 2,241 | 3,571 |
| VAG | 9,171 | 9,516 |
| Volvo | 21,475 | 22,426 |
| Others | 1,104 | 304 |
| Total | 79,539 | 82,310 |

**UNITED KINGDOM**
**Cars**

| | 5 mos., 1981 | 5 mos., 1980 |
|---|---|---|
| Alfa Romeo | 2,481 | 4,494 |
| BL | 142,710 | 139,082 |
| BMW | 7,893 | 6,259 |
| Colt | 5,792 | 4,516 |
| Daihatsu | 1,034 | 374 |
| Datsun | 44,239 | 37,538 |
| Fiat Auto | 24,745 | 22,256 |
| Ford | 209,621 | 239,131 |
| General Motors | 59,951 | 69,272 |
| Honda | 7,325 | 11,787 |
| Lada | 5,231 | 6,176 |
| Lotus | 102 | 187 |
| Mazda | 8,474 | 5,508 |
| Mercedes-Benz | 5,047 | 4,430 |
| Peugeot SA | 57,345 | 73,467 |
| Reliant | 183 | 308 |
| Renault | 33,881 | 44,210 |
| Rolls-Royce | 666 | 750 |
| Saab | 4,281 | 3,390 |
| Subaru | 1,308 | 1,047 |
| Toyota | 9,320 | 15,587 |
| VAG | 35,026 | 29,604 |
| Volvo | 18,354 | 18,592 |
| Others | 3,629 | 3,957 |
| Total | 691,850 | 745,570 |

**Trucks, buses**

| | 5 mos., 1981 | 5 mos., 1980 |
|---|---|---|
| BL | 18,105 | 26,830 |
| Daf | 576 | 959 |
| Daihatsu | 1,141 | 975 |
| Datsun | 2,823 | 3,373 |
| ERF | 533 | 1,277 |
| Fiat Auto | 1,308 | 828 |
| Foden | 280 | 627 |
| Ford | 27,686 | 44,118 |
| General Motors | 14,231 | 18,978 |
| Hestair-Dennis | 199 | 207 |
| Honda | 1,450 | 1,568 |
| IVECO | 664 | 1,414 |
| Jeep | 61 | 63 |
| MAN-VW | 1,968 | 2,850 |
| Mazda | 1,822 | 759 |
| Mercedes-Benz | 2,245 | 2,637 |
| Mitsubishi | 906 | 325 |
| Peugeot SA | 6,275 | 3,670 |
| Renault | 973 | 1,039 |
| Scania | 379 | 608 |
| Seddon-Atkinson | 764 | 1,714 |
| Subaru | 697 | 402 |
| Toyota | 2,117 | 2,569 |
| VAG | 2,133 | 3,307 |
| Volvo | 1,173 | 1,974 |
| Others | 1,818 | 1,642 |
| Total | 92,327 | 129,713 |
| Total vehicles | 784,177 | 875,283 |

**WEST GERMANY**
**Cars**

| | 4 mos., 1981 | 4 mos., 1980 |
|---|---|---|
| Alfa Romeo | 4,751 | 5,934 |
| BL | 2,264 | 2,338 |
| BMW | 47,684 | 55,744 |
| Daihatsu | 3,407 | 1,152 |
| Datsun | 15,742 | 15,328 |
| Fiat Auto | 35,040 | 34,801 |
| Ford | 122,523 | 101,164 |
| General Motors | 150,174 | 163,712 |
| Honda | 14,125 | 16,344 |
| Lada | 2,216 | 2,545 |
| Mazda | 17,958 | 15,520 |
| Mercedes-Benz | 88,748 | 90,592 |
| Mitsubishi | 19,086 | 11,276 |
| Nuova Innocenti | 685 | 988 |
| Peugeot SA | 40,591 | 48,174 |
| Porsche | 3,832 | 4,296 |
| Renault | 41,042 | 49,692 |
| Saab | 1,008 | 898 |
| Suzuki | 2,795 | 505 |
| Toyota | 21,367 | 19,852 |
| VAG | 267,581 | 309,306 |
| Audi | 62,090 | 94,415 |
| VW | 205,491 | 214,891 |
| Volvo | 5,513 | 6,940 |
| Others | 2,593 | 2,103 |
| Total | 910,505 | 959,203 |

**JAPAN**
**Cars**

| | 3 mos., 1981 | 3 mos., 1980 |
|---|---|---|
| Daihatsu | 21,178 | 25,708 |
| Fuji | 15,856 | 18,651 |
| Honda | 38,951 | 40,068 |
| Isuzu | 15,096 | 15,798 |
| Mitsubishi | 67,311 | 64,905 |
| Nissan | 211,256 | 229,435 |
| Suzuki | 16,116 | 17,522 |
| Toyo Kogyo | 50,058 | 49,086 |
| Toyota | 265,537 | 272,591 |
| Imports | 10,133 | 12,218 |
| Total | 711,492 | 746,218 |

**Trucks, buses**

| | | |
|---|---|---|
| Daihatsu | 55,043 | 42,751 |
| Fuji | 34,054 | 26,957 |
| Hino | 11,495 | 15,148 |
| Honda | 30,496 | 22,022 |
| Isuzu | 32,727 | 36,051 |
| Mitsubishi | 72,552 | 78,702 |
| Nissan | 96,430 | 91,653 |
| Nissan Diesel | 6,474 | 8,268 |
| Suzuki | 81,036 | 64,499 |
| Toyo Kogyo | 42,210 | 51,810 |
| Toyota | 108,044 | 117,842 |
| Total | 570,606 | 555,703 |
| Total vehicles | 1,282,098 | 1,301,921 |

**FRANCE**
**Cars**

| | 3 mos., 1981 | 3 mos., 1980 |
|---|---|---|
| Alfa Romeo | 5,262 | 5,789 |
| BL | 4,929 | 5,876 |
| BMW | 5,363 | 4,212 |
| Datsun | 3,932 | 3,665 |
| Fiat Auto | 17,647 | 15,582 |
| Ford | 25,278 | 15,541 |
| General Motors | 7,429 | 9,311 |
| Honda | 878 | 1,624 |
| Lada | 2,564 | 2,914 |
| Mazda | 1,263 | 2,950 |
| Mercedes-Benz | 3,857 | 3,750 |
| Mitsubishi | 827 | 723 |
| Peugeot SA | 145,891 | 196,316 |
| Citroen | 63,998 | 81,766 |
| Peugeot | 60,564 | 84,921 |
| Talbot | 21,329 | 29,629 |
| Porsche | 298 | 267 |
| Renault | 184,696 | 210,485 |
| Skoda | 870 | 102 |
| Toyota | 3,220 | 3,036 |
| VAG | 30,693 | 20,371 |
| Volvo | 2,229 | 1,992 |
| Zastava | 313 | 377 |
| Others | 399 | 415 |
| Total | 447,893 | 505,425 |

**BELGIUM**
**Cars**

| | 3 mos., 1981 | 3 mos., 1980 |
|---|---|---|
| Alfa Romeo | 862 | 1,253 |
| BMW | 3,166 | 3,888 |
| Datsun | 5,187 | 4,056 |
| Fiat Auto | 6,183 | 6,170 |
| Ford (D) | 7,937 | 11,481 |
| Honda | 5,010 | 5,458 |
| Lada | 2,319 | 3,126 |
| Mazda | 3,751 | 3,688 |
| Mercedes-Benz | 2,616 | 3,649 |
| Mitsubishi | 4,212 | 3,763 |
| Opel | 7,072 | 13,066 |
| Peugeot SA | 14,762 | 22,332 |
| Citroen | 6,149 | 8,394 |
| Peugeot | 5,067 | 9,124 |
| Talbot | 3,546 | 4,814 |
| Renault | 9,831 | 11,578 |
| Toyota | 8,238 | 9,132 |
| VAG | 12,637 | 15,991 |
| Volvo | 2,053 | 4,160 |
| Others | 4,821 | 7,683 |
| Total | 100,737 | 130,474 |

# PRODUCTION OVERSEAS

**FRANCE**
**Cars**

| | 4 months 1981 | 4 months 1980 |
|---|---|---|
| Citroen | 186,126 | 236,850 |
| Peugeot | 185,924 | 242,331 |
| Talbot | 62,163 | 117,152 |
| Total Peugeot Group | 434,213 | 596,333 |
| Renault | 464,334 | 564,730 |
| Total | 902,936 | 1,161,063 |

**Trucks, Buses**

| | | |
|---|---|---|
| Citroen | 16,969 | 18,262 |
| Peugeot | 42,405 | 50,618 |
| Talbot | 8,842 | 10,978 |
| Total Peugeot Group | 68,216 | 79,858 |
| Renault | 80,990 | 76,908 |
| CBM | 28 | 38 |
| Sovam | 43 | 53 |
| Unic | 4,362 | 7,171 |
| Total | 149,754 | 163,907 |
| Total vehicles | 1,052,690 | 1,324,970 |

**SPAIN**
**Cars**

| | 4 months 1981 | 4 months 1980 |
|---|---|---|
| Citroen | 28,058 | 49,678 |
| FASA—Renault | 110,221 | 124,190 |
| Ford | 84,446 | 95,276 |
| SEAT | 72,957 | 109,417 |
| Talbot | 20,113 | 29,157 |
| Total | 315,795 | 407,718 |

**Trucks, Buses**

| | | |
|---|---|---|
| CAF | 559 | 1,213 |
| Dodge | 1,059 | 1,369 |
| Ebro/Avia | 7,108 | 9,964 |
| Mercedes-Benz | 4,566 | 4,751 |
| Pegaso | 2,859 | 2,254 |
| Santana | 5,928 | 6,764 |
| SAVA | 2,547 | 2,813 |
| Total | 24,925 | 29,128 |
| Total vehicles | 340,720 | 436,846 |

**PORTUGAL**
**Cars**

| | 4 months 1981 | 4 months 1980 |
|---|---|---|
| BL | 821 | 1,062 |
| Citroen | 3,293 | 2,172 |
| Fiat | 3,300 | 3,207 |
| Ford | 1,691 | 1,385 |
| Opel | 1,898 | 628 |
| Renault | 9,805 | 3,442 |
| Others | 2,815 | 2,036 |
| Total | 23,623 | 13,932 |

**BRAZIL**
**Cars**

| | 4 months 1981 | 4 months 1980 |
|---|---|---|
| Fiat Auto | 30,880 | 36,819 |
| Ford | 34,176 | 33,481 |
| General Motors | 48,409 | 64,742 |
| Puma | 374 | 1,202 |
| Sta Matilde | 24 | 28 |
| Volkswagen | 104,905 | 136,071 |
| Total | 218,768 | 272,343 |

**Trucks, Buses**

| | | |
|---|---|---|
| Fiat Auto | 12,347 | 2,682 |
| Fiat Diesel | 1,256 | 1,225 |
| Ford | 11,583 | 13,293 |
| General Motors | 11,555 | 13,327 |
| Gurgel | 343 | 708 |
| Mercedes-Benz | 22,392 | 15,324 |
| Saab-Scania | 1,321 | 967 |
| Toyota | 1,726 | 1,116 |
| Volkswagen | 4,921 | 3,922 |
| Volvo | 434 | 106 |
| Total | 68,878 | 51,670 |
| Total vehicles | 287,646 | 324,013 |

**JAPAN**
**Cars**

| | 1981 3 mos., | 1980 3 mos., |
|---|---|---|
| Daihatsu | 40,208 | 38,437 |
| Fuji | 47,326 | 45,970 |
| Honda | 212,958 | 187,077 |
| Isuzu | 32,270 | 24,346 |
| Mitsubishi | 150,862 | 141,025 |
| Nissan | 444,965 | 451,880 |
| Suzuki | 23,355 | 16,694 |
| Toyo Kogyo | 204,865 | 172,811 |
| Toyota | 561,828 | 576,586 |
| Total | 1,718,637 | 1,654,826 |

**Trucks, buses**

| | | |
|---|---|---|
| Daihatsu | 79,134 | 63,412 |
| Fuji | 64,548 | 51,208 |
| Hino | 17,970 | 18,249 |
| Honda | 34,954 | 25,350 |
| Isuzu | 86,362 | 91,891 |
| Mitsubishi | 112,436 | 102,990 |
| Nissan | 177,508 | 165,971 |
| Nissan Diesel | 11,046 | 11,959 |
| Suzuki | 107,272 | 79,226 |
| Toyo Kogyo | 88,545 | 92,860 |
| Toyota | 248,438 | 255,422 |
| Others | 210 | 182 |
| Total | 1,028,594 | 958,401 |
| Total vehicles | 2,747,231 | 2,613,227 |

***South Carolina dealers select***

Newly elected 1981-82 South Carolina Automobile and Truck Dealers Assn. officers are, from left: Patrick E. Watson, Columbia, executive vice president-secretary; John T. Jones, Jones Chevrolet, Sumter, first vice president; C. Weldon Burns Jr., Burns Chevrolet, Rock Hill, president, and John W. Sullivan, Sullivan Motor Co., Anderson, treasurer.

# Isuzu to build engine plant; seen as GM S-car supplier

TOKYO. — Isuzu Motors, which currently introduced its snazzy Piazza coupe to the Japanese market, has announced plans for a new factory.

This factory is slated to start engine production in 1984 and is situated at Tomoakomai on the island of Hokkaido, to the north of the Japanese mainland. It will be the first automotive plant to be built on the northern island, which spends the winter covered in deep snow.

Isuzu Motors, owned 34 percent by General Motors, is buying a 365-acre site and will invest $225 million in a new engine plant with an annual capacity of 200,000 to 300,000 units.

Isuzu will build a complete range of diesels and probably gasoline engines in the 1.2 to 2.4-liter range. This will include the existing 1.8 liter (110-CID) unit used in the Gemini and being supplied to GM for the Chevrolet Chevette.

There is already a 2-liter (122-CID) version of that engine which is used in a van, and there is the possibility of a six-cylinder version of 2.4 liters or more.

However, the greatest volume is expected to be for an engine of 1.2 to 1.4 liters, which will be used by Isuzu and also sold to GM in the U. S. and Australia for the new S-car. It is expected that GM will take well over 100,000 diesel units a year from this plant.

Currently, the Isuzu Gemini is the smallest Japanese diesel car available in Japan, but this will change next year when a 1.3-liter (80-CID) diesel Toyota Corolla is expected to be introduced and sold in big numbers.

The VW Golf (Rabbit) Diesel also is sold in Japan, and although it does well for an import, sales volume for all Golfs is around 20,000 units a year.

Isuzu is selling its Gemini diesel at around 5,000 units a month, far more than the numbers of other diesel models. Isuzu expected the Datsun Bluebird 1.8-liter (110-CID) diesel to be a strong competitor, but so far it has not been a big success.

# New-car outlets licensed as used-car rental points

HAZLET, N. J. — Three auto men have begun licensing new-car dealers for territories in a used-car rental network, aimed at businesses and individuals seeking lower-cost transportation.

Called Affordable Used Car Rental System, Inc., the new firm is headed by Donald Buhler, a Chevrolet dealer here; Gerald Levine, a Fiat dealer and vice president of Affordable, and Raphael Cohen, former Dodge dealer and current executive vice president of the Independent Dealers Committee Dedicated to Action.

Buhler, who originated the system, claimed net profits at his dealership for the first quarter of 1981 amounted to $18,260.

Families are turning to rentals for their second or third car, he said, pointing to another market in businesses seeking to cut transportation costs.

Large car-rental firms are being hit by escalating costs of new cars. But used-car prices aren't increasing as quickly, Buhler said.

The new-car dealer has a ready supply of clean used cars taken as trades, he said. The dealer can choose his own fleet and, thus, his own costs.

Training and insurance are offered by Affordable. Besides the week-long training session for the dealership's manager, a field representative helps launch new operations.

### Waldrep appointed

RED OAK, Ga. — Warren H. Waldrep has been appointed director of fleet services at the Atlanta Auto Auction here.

**Automotive News seminar opens July 19**

# Hemphill, Farrar at World Congress

Dr. John Hemphill, executive vice president of J. D. Power & Associates, and Jerry R. Farrar, president and chief executive of General Warranty Corp., are among the faculty members for the sixth annual Automotive News World Congress which will be held July 19-22 at the Hyatt Regency Hotel, Dearborn.

The World Congress will present 34 top-level decision makers from all facets of the worldwide auto industry. They will address attendees from around the globe. See page 45 for additional Automotive News World Congress information.

Hemphill, who will forecast the prospects of micro-mini cars in the U. S. market, joined J. D. Power in 1979 as senior research director. He was elected executive vice president in 1980.

The company, founded in 1968, specializes in automotive consumer research. It collects and analyzes data on the vehicle market. It publishes the Automotive Consumer Profile, which measures changes in vehicle ownership, use, purchase intentions, attitudes, lifestyles and opinions related to the automotive market.

Hemphill has an extensive background in economic and consumer transportation-related studies for the National Science Foundation, U. S. Department of State, Office of Naval Research, U. S. Department of Housing and Urban Development and the Smithsonian Science Information Exchange.

John Hemphill

Jerry R. Farrar

• Farrar, a service-contract expert, will address the issue of dealer survival with extended service contracts.

He launched two general agencies, one in 1965, Century International Corp., which became a $10-million-a-year general agency after three years, and the other in 1981, an independent service contract firm that he presently heads as president and CEO. He was president of American Warranty Corp. until early this year.

Farrar began his insurance career with Prudential Insurance Co., and during this period he was named to the Million Dollar Round Table for sales achievement. He also won sales-achievement awards during his stint with Bayly, Martin & Fay Financial Services, Inc., for developing mass-merchandising programs for Chevron Travel Club, Mastercharge, J. C. Penney, Arco and United California Bank.

The Automotive News World Congress is in its final preparation stages. Registration for the four-day forum is $425 which includes admission to all sessions, a comprehensive workbook, two lunches, three dinners and three scheduled cocktail receptions. A registrant changing his plans may substitute the name of another individual prior to the Automotive News World Congress. There is a service charge for cancellations and they must be written.

To register, call collect (313) 567-9520, or write Cynthia Radom, special projects director, 965 E. Jefferson Ave., Detroit, Mich. 48207.

# factories list auction dates

### American Motors

July 14—Ohio Auto Auction, Grove City, O.

July 21—Aptco Auto Auction, Taylor, Mich.; D & A Auto Auction, New Stanton, Pa.

July 22—Sand Mountain Auto Auction, Boaz, Ala.; City Auto Auction, Kansas City, Mo.*

July 22—Dallas Auto Auction, Grand Prairie, Tex.; Southern Auto Auction, Warehouse Point, Conn.

July 23—Fredericksburg Auto Auction, Fredericksburg, Va.; Todd Auto Auction, Telford, Pa.

July 24—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Concord Auto Auction, Acton, Mass.

July 28—Ohio Auto Auction, Grove City, O.

July 29—Dallas Auto Auction, Grand Prairie, Tex.; Southern Auto Sales, Warehouse Pt., Conn.

July 31—Floyd Hauhe Auto Auction, Bridgeton, Mo.

### Ford Motor Co.

July 14—Northway Exchange, Rte. 146, Clifton Park, N. Y.

July 15—Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

July 22—Minneapolis Northstar Auto Auction, 7701 State Hwy. 101, Shakopee, Minn.

July 29—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; Dallas Auto Auction, 4226 E. Main, Dallas.

**Used car sales**
**Auction Averages**

| | |
|---|---|
| July to date | $4,308 |
| Month ago | $4,279 |
| Year ago | $3,026 |

**Model breakdown**
**Auction Averages**

| | JULY TO DATE | JUNE | MAY |
|---|---|---|---|
| 1981 | $7,173 | $7,125 | $7,326 |
| 1980 | 5,984 | 5,856 | 5,897 |
| 1979 | 4,758 | 4,857 | 4,843 |
| 1978 | 3,995 | 3,669 | 3,845 |
| 1977 | 3,160 | 2,972 | 3,066 |
| 1976 | 2,326 | 2,288 | 2,264 |
| 1975 | 1,657 | 1,699 | 1,708 |
| 1974 | 1,419 | 1,379 | 1,457 |
| Overall Average | $4,308 | $4,286 | $4,326 |

# Sodium azide gets air-bag nod of Nissan, Toyota

WASHINGTON.—Nissan and Toyota agree that sodium azide is the best propellant if they produce air-bag systems, although neither has now any intention of doing so. The responses were to questions posed by Rep. John Dingell, Michigan Democrat, to the major Japanese producers.

Nissan said it had used sodium azide in its experimental air-bag development program which it terminated several years ago. The air-bag system used in the Nissan ESV used 100 to 120 grams for the driver side and 200 to 240 grams in the passenger side. Nissan used only sodium azide and says it does not know of any alternative propellants.

Toyota says that although it does not now have any plans for air-bags, sodium azide was the only base chemical closely studied and used. But before its experience with pyrotechnic inflators, it studied compressed gas and so-called hybrid systems. Those studies were ended at an early stage because of gas release characteristics, system weight, reliability, and cost.

Toyota's past experience found it necessary to use some 500 grams per car for the driver and passenger systems. Toyota knows of no other alternative.

The GM air-bag systems including those used on the road now, contain sodium azide and GM feels this is a safe system.

**Automotive News World Congress**
**July 19-22, 1981, Hyatt Regency Hotel, Dearborn**

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AN '81

**Imports gain over May; domestics lose ground**

# June sales inch ahead of 1980 level

Continued from Page 6

21,624, based on 153 days. A year ago it was 22,073, based on 154 days, a difference of 2.03 percent.

On a year-to-year basis, two of the five major domestic makers were up in June; on a daily-rate basis, only Chrysler Corp. showed an increase. Chrysler sales were up 27.19 percent, to 58,454 from 45,957 (up 22 percent daily rate). Ford Motor Co. sales were up 3.42 percent, to 127,173 from 122,971 (off one-half percent daily rate).

General Motors reported sales of 310,886, down 1.28 percent from 1980's 314,911 (down 13 percent daily rate). American Motors sales were down 11.60 percent, to 9,726 from 11,002 (down 15 percent daily rate), and Volkswagen of America was down 28.01 percent, to 11,576 from 16,080 (down 30.82 percent daily rate).

GM earned 60.04 percent of the June domestic market, down from 61.64 percent last year. Ford sales accounted for 24.56 percent, up from 24.07 percent. Chrysler climbed to 11.29 percent from 8.99 percent. VWoA dropped to 2.23 percent from 3.15 percent, and AMC slipped to 1.88 percent from 2.15 percent.

Of the 13 U. S. makes reporting both years, six were up this June. Plymouth sales climbed 81.99 percent, Mercury was up 33.26 percent, Cadillac was up 32.35 percent, Dodge was up 21.72 percent, Oldsmobile was up 14.85 percent and Buick was up 6.70 percent.

Chrysler suffered the greatest sales decline, down 49.73 percent from last June. VWoA was down 28.01 percent, Lincoln was down 19.20 percent, Chevrolet was down 13.92 percent, AMC was down 11.60 percent, Pontiac was down 7.47 percent and Ford was down 2.84 percent.

• Among the imports there were some impressive sales gains in June over last year. Volvo was up 54.05 percent for the month and reported its best first half ever in the U. S. market. BMW sales were up 49.83 percent, Audi was up 45.65 percent, Fiat was up 45.53 percent, Mercedes-Benz was up 34.04 percent, Mazda was up 23.43 percent, Subaru was up 16.31 percent and Honda was up 12.68 percent.

Of the 26 imports reporting a year ago, 17 were ahead of first-half 1980 levels.

In June, imports accounted for the largest single piece of the market, 28.41 percent. U. S. subcompacts were 17.34 percent, compacts were 19.51 percent, intermediates were 19.69 percent, standards were 10.53 percent and luxury models were 4.52 percent.

Best selling domestic nameplates for the month were: Ford Escort, 28,400; Chevrolet Chevette, 24,412; Chevrolet Citation, 23,414; Oldsmobile Cutlass Supreme, 23,089, and Chevrolet Malibu, 18,910.

June 21-30 domestic sales dropped 12.09 percent, to 173,684 from 197,572 last year. The daily selling rate was 21,711 this year compared with 24,697 in 1980. There were eight days each period.

Domestic new-car sales during the second quarter of 1981 totaled 1,575,560, up 1.65 percent over 1,550,026 a year ago.

Chrysler was the only U. S. auto maker to post a sales increase for the first half of this year. Chrysler sales were up 22.26 percent, to 400,717 from 327,758. GM's first-half sales dropped 5.55 percent, to 1,997,376 from 2,114,849. Ford reported a sales decline of 3.92 percent, to 750,951 from 781,587. AMC sales totaled 75,074 during the first six months, down 4.71 percent from 78,788. VWoA was down to 84,314 from 96,208, a difference of 12.36 percent.

• The six-month domestic market showed GM with 60.37 percent of the total, down from 62.22 percent a year earlier. Ford had 22.70 percent, down from 22.99 percent. Chrysler increased its foothold to 12.11 percent from 9.64 percent. VWoA dropped to 2.55 percent from 2.83 percent, and AMC went to 2.27 percent from 2.32 percent.

During the first half, Plymouth sales were up 52.34 percent, Dodge was up 25.11 percent, Oldsmobile was up 8.66 percent, Buick was up 6.41 percent, Mercury was up 5.80 percent and Cadillac was up 2.94 percent.

Reporting sales declines the first half of 1981 were: Chrysler, down 35.35 percent; Chevrolet, down 16.42 percent; VWoA, down 12.36 percent; Pontiac, down 8.79 percent; Lincoln, down 8.75 percent; Ford, down 6.49 percent, and AMC, down 4.71 percent.

The top 10 U. S. nameplates for the first half were headed by Chevrolet Chevette at 205,730, followed by Ford Escort, 162,120; Chevrolet Citation, 161,784; Oldsmobile's Cutlass Supreme, 141,878; Chevrolet Malibu, 122,182; Oldsmobile's Cutlass, 111,775; Buick Skylark, 106,704; Buick Regal, 106,052; standard Chevrolet, 101,537, and Ford Fairmont, 101,479.

First-half market class was divided as follows: Imports, 27.80 percent, subcompacts, 16.86 percent; compacts, 20.70 percent; intermediates, 20.59 percent; standards, 9.59 percent, and luxury models, 4.46 percent.

## IMPORTED CAR SALES

| | June, 1981 | June, 1980 | Jan. 1-June 30, 1981 | Jan. 1-June 30, 1980 |
|---|---|---|---|---|
| Alfa Romeo | 226 | 378 | 933 | 1,747 |
| Audi | 4,543 | 3,119 | 24,761 | 21,133 |
| BMW | 3,966 | 2,647 | 20,294 | 17,412 |
| Challenger | 843 | 936 | 6,504 | 7,426 |
| Champ | 2,336 | 3,923 | 22,126 | 35,501 |
| Colt | 2,272 | 3,227 | 22,472 | 32,431 |
| Datsun | 41,880 | 38,800 | 247,430 | 280,890 |
| Fiat | 3,086 | 2,122 | 18,425 | 21,927 |
| Fiesta | 1,905 | 4,803 | 28,408 | 36,506 |
| Honda | 32,786 | 29,097 | 204,871 | 188,168 |
| Isuzu | 2,154 | ..... | 7,460 | ..... |
| Jaguar | 402 | 259 | 2,016 | 1,413 |
| Lancia | 112 | 163 | 556 | 1,227 |
| Mazda | 16,412 | 13,297 | 93,407 | 74,300 |
| Mercedes-Benz | 5,919 | 4,416 | 32,694 | 26,113 |
| MG | 505 | 897 | 2,656 | 5,162 |
| Peugeot | 1,385 | 1,120 | 8,145 | 6,702 |
| Porsche | 884 | 812 | 5,803 | 5,486 |
| Renault | 2,064 | 1,859 | 16,875 | 12,368 |
| Rover | 73 | 42 | 421 | 75 |
| Saab | 1,053 | 864 | 7,357 | 6,505 |
| Sapporo | 893 | 795 | 6,871 | 5,902 |
| Subaru | 12,969 | 11,150 | 77,769 | 70,804 |
| Toyota | 51,714 | 52,455 | 326,677 | 315,845 |
| Triumph | 1,369 | 1,067 | 6,796 | 5,231 |
| Volkswagen | 6,895 | 7,728 | 44,720 | 43,796 |
| Volvo | 6,863 | 4,455 | 37,322 | 27,899 |
| TOTAL | 205,527 | 190,431 | 1,273,769 | 1,251,969 |

† estimate

## U. S. CAR SALES BY MARKETING UNITS

| | June, 1981 | 1980 June, | Jan. 1-June 30, 1981 | Jan. 1-June 30, 1980 |
|---|---|---|---|---|
| Chevrolet | 113,320 | 131,641 | 772,128 | 923,783 |
| Ford | 93,511 | 99,088 | 566,489 | 611,902 |
| Oldsmobile | 75,709 | 65,921 | 453,930 | 417,755 |
| Buick | 58,352 | 54,690 | 374,620 | 352,039 |
| Pontiac | 45,136 | 48,780 | 287,429 | 315,120 |
| Toyota | 51,714 | 52,455 | 326,677 | 315,845 |
| Datsun | 41,880 | 38,800 | 247,430 | 280,890 |
| Honda | 32,786 | 29,097 | 204,871 | 188,168 |
| VW of America | 23,898 | 27,739 | 159,598 | 166,623 |
| Plymouth | 32,427 | 20,762 | 212,671 | 161,969 |
| Dodge | 26,569 | 23,432 | 194,665 | 172,293 |
| Mercury | 31,467 | 23,614 | 179,755 | 169,899 |
| Cadillac | 18,369 | 13,879 | 109,269 | 106,152 |
| AMC-Renault | 11,810 | 12,861 | 91,949 | 91,156 |
| Mazda | 16,412 | 13,297 | 93,407 | 74,300 |
| Subaru | 12,969 | 11,150 | 77,769 | 70,804 |
| Volvo | 6,863 | 4,455 | 37,322 | 27,899 |
| Chrysler | 5,802 | 10,644 | 51,354 | 74,756 |
| Jaguar-Rover-Triumph | 2,349 | 2,265 | 11,889 | 11,881 |
| Mercedes-Benz | 5,919 | 4,416 | 32,694 | 26,113 |
| Lincoln | 4,098 | 5,072 | 33,115 | 36,292 |
| BMW | 3,966 | 2,647 | 20,294 | 17,412 |
| Fiat | 3,198 | 2,285 | 18,981 | 23,154 |
| Isuzu | 2,154 | ..... | 7,460 | ..... |
| Saab | 1,053 | 864 | 7,357 | 6,505 |
| Peugeot | 1,385 | 1,120 | 8,145 | 6,702 |
| Alfa Romeo | 226 | 378 | 933 | 1,747 |
| TOTAL | 723,342 | 701,352 | 4,582,201 | 4,651,159 |

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia. Jaguer-Rover-Triumph includes MG.

## CAS loses suit over delay on restraint rule

WASHINGTON.—The Center for Auto Safety suit against the government for the year's delay granted from the passive restraint rule for large cars has been dismissed by the federal appeals court for the District of Columbia.

The center had petitioned for summary judgment and reversal on grounds that the government had "suppressed" and failed to consider data on belt usage which affected the benefit picture for air bags or automatic belts.

The government, noting the center had filed a day late, said the document in question was only the latest in a series of reports containing similar and cumulative findings on automatic belt usage and, in any case, the document—in the technical reference library although not in the docket itself—had been considered even though it was not particularly relevant.

The short court order agreed with the government both on the timelines of filing and the issue itself.

## DOMESTIC CAR SALES

| | June 21 to June 30, 1981 | Same Period, 1980 | June, 1981 | Same Month, 1980 | Jan. 1 to June 30, 1981 | Same Period, 1980 |
|---|---|---|---|---|---|---|
| Spirit | ..... | ..... | 2,103 | 3,807 | 20,144 | 28,159 |
| Concord | ..... | ..... | 4,952 | 5,395 | 31,018 | 34,838 |
| Pacer | ..... | ..... | ..... | 141 | 111 | 1,522 |
| Eagle | ..... | ..... | 2,671 | 1,659 | 23,801 | 14,269 |
| AMERICAN MOTORS* | 4,400† | 4,200† | 9,726 | 11,002 | 75,074 | 78,788 |
| Horizon | 1,933 | 1,727 | 7,502 | 4,404 | 45,865 | 37,247 |
| TC3 | 1,826 | 1,264 | 5,193 | 3,237 | 29,702 | 30,278 |
| Reliant | 5,187 | ..... | 15,550 | ..... | 94,783 | ..... |
| Volare | 73 | 2,372 | 247 | 6,800 | 6,336 | 44,313 |
| Plymouth | 271 | 549 | 706 | 1,603 | 6,988 | 8,728 |
| Total Plymouth | 9,290 | 5,912 | 29,198 | 16,044 | 183,674 | 120,566 |
| LeBaron | 976 | 1,433 | 2,996 | 4,333 | 25,535 | 33,197 |
| Cordoba | 668 | 1,269 | 1,821 | 3,636 | 15,053 | 24,175 |
| Chrysler | 171 | 855 | 534 | 2,675 | 7,741 | 17,384 |
| Total Chrysler | 1,815 | 3,557 | 5,351 | 10,644 | 48,329 | 74,756 |
| Total Imperial | 130 | ..... | 451 | ..... | 3,025 | ..... |
| Omni | 1,406 | 1,320 | 4,168 | 3,610 | 33,043 | 30,287 |
| 024 | 1,590 | 1,211 | 4,631 | 3,114 | 25,787 | 25,494 |
| Aries | 4,033 | ..... | 11,069 | ..... | 71,504 | ..... |
| Aspen | 75 | 1,869 | 223 | 5,637 | 5,608 | 33,406 |
| Diplomat | 631 | 786 | 1,838 | 2,455 | 16,200 | 17,165 |
| Mirada/Magnum | 425 | 822 | 1,152 | 2,299 | 8,832 | 15,046 |
| Dodge | 165 | 573 | 373 | 2,154 | 4,715 | 11,038 |
| Total Dodge | 8,325 | 6,581 | 23,454 | 19,269 | 165,689 | 132,436 |
| CHRYSLER CORP. | 19,560 | 16,050 | 58,454 | 45,957 | 400,717 | 327,758 |
| Pinto | 105 | 4,477 | 348 | 17,529 | 9,039 | 83,387 |
| EXP | 3,153 | ..... | 8,305 | ..... | 22,405 | ..... |
| Escort | 10,136 | ..... | 28,400 | ..... | 162,120 | ..... |
| Mustang | 4,416 | 6,851 | 13,627 | 20,399 | 91,391 | 128,103 |
| Fairmont | 6,190 | 7,850 | 15,814 | 24,106 | 101,479 | 164,237 |
| Granada | 2,719 | 4,168 | 8,040 | 9,147 | 53,137 | 40,715 |
| LTD II | ..... | 111 | ..... | 288 | ..... | 2,364 |
| Thunderbird | 2,132 | 3,042 | 5,172 | 8,680 | 39,104 | 76,659 |
| Ford | 4,094 | 5,012 | 11,902 | 14,136 | 59,406 | 79,931 |
| Ford Division | 31,514 | 31,511 | 91,608 | 94,285 | 538,081 | 575,396 |
| Bobcat | 24 | 657 | 73 | 2,196 | 2,069 | 15,901 |
| LN7 | 1,233 | ..... | 2,855 | ..... | 6,822 | ..... |
| Lynx | 2,890 | ..... | 8,760 | ..... | 52,324 | ..... |
| Zephyr | 1,741 | 1,836 | 4,929 | 5,625 | 30,160 | 45,617 |
| Cougar/Monarch | 1,260 | 1,282 | 3,840 | 2,671 | 21,964 | 14,599 |
| XR-7 | 728 | 1,153 | 2,133 | 3,440 | 14,960 | 31,151 |
| Capri | 1,557 | 1,845 | 4,442 | 5,649 | 26,879 | 34,962 |
| Mercury | 1,472 | 1,382 | 4,435 | 4 033 | 24,577 | 27,669 |
| Total Mercury | 32,945 | 8,155 | 31,467 | 23,514 | 179,755 | 169,899 |
| Versailles | ..... | 138 | ..... | 461 | ..... | 3,003 |
| Lincoln | 610 | 782 | 1,994 | 2,158 | 15,933 | 15,141 |
| Mark VI | 686 | 893 | 2,104 | 2,453 | 17,182 | 18,148 |
| Total Lincoln | 1,296 | 1,813 | 4,098 | 5,072 | 33,115 | 36,292 |
| L-M Division | 12,201 | 9,968 | 35,565 | 28,686 | 212,870 | 206,191 |
| FORD MOTOR | 45,146 | 41,479 | 127,173 | 122,971 | 750,951 | 781,587 |
| Skyhawk | ..... | 152 | ..... | 437 | ..... | 4,394 |
| Skylark | 4,670 | 5,404 | 15,111 | 12,128 | 106,704 | 88,070 |
| Century | 3,595 | 4,714 | 11,851 | 11,773 | 73,759 | 72,443 |
| Regal | 5,120 | 6,139 | 16,301 | 14,808 | 106,052 | 91,993 |
| Le Sabre | 2,195 | 2,819 | 6,616 | 7,421 | 38,698 | 46,200 |
| Electra | 1,463 | 1,845 | 4,389 | 4,649 | 26,478 | 28,839 |
| Riviera | 1,333 | 1,423 | 4,084 | 3,474 | 22,929 | 20,100 |
| Buick Division | 18,376 | 22,496 | 58,352 | 54,690 | 374,620 | 352,039 |
| Cimarron | 794 | ..... | 1,417 | ..... | 1,585 | ..... |
| Seville | 776 | 606 | 1,772 | 1,865 | 12,199 | 17,958 |
| Cadillac | 4,453 | 2,992 | 10,950 | 8,679 | 69,159 | 63,757 |
| Eldorado | 1,721 | 1,228 | 4,230 | 3,335 | 26,326 | 24,437 |
| Cadillac Division | 7,744 | 4,828 | 18,369 | 13,879 | 109,269 | 106,152 |
| Chevette | 8,437 | 10,376 | 24,412 | 26,345 | 205,730 | 202,128 |
| Cavalier/Monza | 2,118 | 4,662 | 5,443 | 11,639 | 20,251 | 75,297 |
| Citation/Nova | 8,170 | 12,601 | 23,414 | 29,999 | 161,784 | 201,263 |
| Camaro | 3,469 | 3,951 | 9,777 | 9,796 | 58,757 | 63,504 |
| Malibu | 6,628 | 9,104 | 18,910 | 21,375 | 122,182 | 135,439 |
| Monte Carlo | 4,277 | 4,639 | 11,894 | 11,421 | 85,195 | 80,122 |
| Chevrolet | 6,467 | 7,825 | 17,287 | 18,247 | 101,537 | 147,479 |
| Corvette | 678 | 1,192 | 2,183 | 2,819 | 16,692 | 18,551 |
| Chevrolet Division | 40,244 | 54,350 | 113,320 | 131,641 | 772,128 | 923,783 |
| Starfire | ..... | 77 | ..... | 312 | ..... | 4,567 |
| Omega | 1,936 | 1,622 | 9,151 | 6,528 | 58,781 | 44,382 |
| Cutlass | 3,413 | 3,904 | 17,980 | 16,834 | 111,775 | 107,297 |
| Supreme | 5,049 | 5,221 | 23,089 | 21,212 | 141,878 | 129,486 |
| Olds 88 | 3,294 | 2,851 | 15,411 | 12,397 | 81,125 | 78,276 |
| Olds 98 | 1,506 | 1,341 | 6,578 | 5,679 | 41,166 | 34,836 |
| Toronto | 779 | 705 | 3,500 | 2,959 | 19,205 | 18,911 |
| Oldsmobile Division | 15,977 | 15,721 | 75,709 | 65,921 | 453,930 | 417,755 |
| T-1000 | 2,452 | ..... | 6,222 | ..... | 19,847 | ..... |
| J-2000/Sunbird | 2,398 | 3,063 | 5,441 | 9,148 | 33,314 | 65,404 |
| Phoenix | 1,965 | 2,644 | 5,818 | 7,413 | 47,179 | 49,355 |
| Firebird | 1,695 | 2,773 | 4,324 | 8,214 | 32,369 | 47,759 |
| LeMans | 2,007 | 2,376 | 5,908 | 6,434 | 39,971 | 41,036 |
| Grand Prix | 3,493 | 3,242 | 9,521 | 8,574 | 67,667 | 54,554 |
| Pontiac | 3,122 | 3,017 | 7,902 | 8,997 | 47,062 | 57,012 |
| Pontiac Division | 17,132 | 17,115 | 45,136 | 48,780 | 287,429 | 315,120 |
| GENERAL MOTORS | 99,473 | 114,510 | 310,886 | 314,911 | 1,997,376 | 2,114,849 |
| VOLKSWAGEN | 5,105 | 7,250 | 11,576 | 16,080 | 84,314 | 96,208 |
| DOMESTIC TOTAL | 173,684 | 197,572 | 517,815 | 510,921 | 3,308,432 | 3,399,190 |
| IMPORT TOTAL | ..... | ..... | 205,527 | 190,431 | 1,273,769 | 1,251,969 |
| INDUSTRY TOTAL | ..... | ..... | 723,342 | 701,352 | 4,582,201 | 4,651,159 |

*—AMC does not have a nameplate breakout for 10-day periods.
†—Estimate.

**2nd quarter, 1st half also top 1980 totals**

# Car production up 33 pct. for June

By Patricia Hoffman
Staff Writer

U. S. auto production in June rose sharply above the comparable 1980 month, and the makers ended the first six months of 1981 above the total for the year-earlier period.

In June, the auto manufacturers assembled 712,633 units, up 33.43 percent from 534,085 built the same month last year, and the most for that month since 826,678 in 1979. The total was the highest for any month since September, 1979, when output reached 783,843 cars.

During the second quarter, the domestic auto makers produced 2,032,895 cars, up a substantial 23.78 percent from 1,642,293 built in the 1980 period, and the most for that quarter since 1979 when 2,485,124 units were assembled.

There were 3,602,873 units completed the first six months of 1981, up 4.69 percent from 3,441,464 in the first half of 1980.

Breakdown for June by company is: General Motors, 451,960, up 27.96 percent from 353,205 completed in the comparable month last year; Ford Motor, 149,930, up 38.12 percent from 108,553; Chrysler Corp., 83,784, up 136.47 percent from 39,660 and American Motors, 14,492, up 4.55 percent from 13,861.

Volkswagen of America and Checker Motors were down last month with VWoA completing 12,363 units, a drop of 33.67 percent from 18,639 in 1980, and Checker, 104, down 37.72 percent from 167.

Breakdown for the second quarter by company was: GM, 1,268,625, up 21.80 percent from 1,041,557 last year; Ford, 436,897, up 28.29 percent from 340,562; Chrysler, 242,140, up 52.32 percent from 158,964; VWoA, 46,344, down 19.87 percent from 57,836; AMC, 38,447, down 9.68 percent from 42,566, and Checker, 442, down 45.30 percent from 808.

Domestic auto production last week was down from the previous week's total dropping 19.91 percent from 145,685 to 116,684 units, but output was 14.45 percent above the comparable 1980 week's total of 101,950 units.

Year-to-date, the makers have completed 3,783,852 units, up 4.62 percent from 3,616,726 in the comparable period last year.

Ford Motor scheduled vacation downtime at all of its car assembly plants last week, with operations slated to resume July 20.

Chrysler Corp. scheduled overtime at Belvidere assembly plant last week. The point worked two eight-hour shifts Saturday, (July 11.)

Checker Motors' Kalamazoo assembly point, down since June 19 due to poor sales, returns today (July 13).

# Canadian production rises for June and 2nd quarter

Canadian auto and truck production in June rose considerably above that of the comparable 1980 month, and the totals for the second quarter also showed an improvement over the same period last year.

For the first half, car output was up slightly from last year, but truck production was off a bit.

In June, the Canadian auto makers completed 101,919 units, up 31.81 percent from 77,321 cars built in the comparable 1980 month. It was the most for that month since 1978 when the makers completed 117,848 units. The total was also the highest for any month since November, 1978, when 103,872 units were built.

During the second quarter, the auto manufacturers assembled 279,235 units, up 22.55 percent from 227,855 built in the second three months last year. The total was the highest for the second quarter since 328,270 built in 1978, and the highest for any quarter since the second period of 1979 when the makers completed 294,832.

Canadian truck production for June was 55,445, up 28.0 percent from 43,315 trucks built in the same month last year, and the most for that month since 1979 when truck output totaled 61,335 units. The June output was the most for any month since October, 1980, when 55,943 trucks were assembled.

The second-quarter total of 148,972 was up 8.75 percent from 136,991 trucks built in the comparable 1980 period. The total was the highest output for that quarter since 192,515 trucks were completed in 1979.

In the first six months of 1981, the auto makers completed 462,527 units, up 1.48 percent from 455,782 built in the first half of 1980.

The Canadian truck makers assembled 282,020 trucks in the first half, down slightly from the first six months in 1980 when 282,782 units were completed.

Auto production last week was targeted at 13,825 units, down 28.06 percent from 19,218 in the previous week, but up 5.43 percent from 13,105 cars completed in the comparable week last year.

Year-to-date output for the auto makers was 489,190 units, up 0.94 percent from 484,636 in the comparable period last year.

Last week's truck production was slated at 9,592, down 2.73 percent from 9,861 trucks built the previous week, but up substantially from the 3,304 in the week ended July 12, 1980.

So far this year, the truck makers have completed 309,971 units, up 6.07 percent from 292,235 trucks in the comparable 1980 period.

All of Ford's car assembly points scheduled vacation downtime last week and are slated to resume operations July 27.

Also at Ford, all Canadian truck production was halted last week for vacation with assembly scheduled to resume July 20.

Chrysler's Windsor van plant will end production this week (July 17) to begin '82 model changeover. The point is slated to resume August 3.

# Truck production in June is 79 pct. above 1980 total

U. S. truck production in June took a substantial jump over the comparable 1980 month's total, and the second quarter output was up considerably from last year's period.

Domestic truck production in June was 177,921 units, up 79.46 percent from 99,141 trucks completed in the comparable 1980 month. The total was the most for the month since 1979 when the makers completed 292,897, and the most for any month since October, 1980, when 179,888 trucks were built.

In the second three months of 1981, the truck makers finished 491,262 units, up 45.15 percent from 338,454 trucks completed in the comparable period last year. The total was the most for that quarter since 1979 when the truck manufacturers completed 887,948 units, and the highest for any quarter since the second quarter of 1979.

Output for the first half of 1981 reached 932,336 units, up 12.88 percent from the 825,961 trucks built in the first six months of 1980.

Truck production last week was targeted at 22,910 units, down 38.24 percent from 37,098 built in the previous week, but up 30.89 percent from 17,503 trucks completed in the comparable week last year.

So far this year, the truck manufacturers have completed 973,865 units, up 11.42 percent from 874,048 trucks built in the comparable period last year.

All of Ford's truck assembly points were down last week for vacation and will remain idle until July 20.

## U. S. CAR PRODUCTION

| | Week Ended July 11, 1981 | Week Ended July 12, 1980 | Week Ended July 4, 1981 | June Totals | Jan. 1 to July 12, 1980 | Jan. 1 to July 11, 1981 |
|---|---|---|---|---|---|---|
| AMERICAN MOTORS | 3,200* | ..... | 3,200* | 14,492 | 93,913 | 62,254* |
| AMX | ..... | ..... | ..... | ..... | ..... | ..... |
| Spirit | ..... | ..... | ..... | 5,721 | ..... | ..... |
| Concord | ..... | ..... | ..... | 6,737 | ..... | ..... |
| Eagle | ..... | ..... | ..... | 2,034 | ..... | ..... |
| Pacer | ..... | ..... | ..... | ..... | ..... | ..... |
| CHRYSLER CORP. | 16,500 | 11,250 | 17,003 | 83,784 | 346,621 | 461,012 |
| Plymouth Total | 8,900 | 4,150 | 9,109 | 45,272 | 157,195 | 239,277 |
| Horizon | 3,200 | 3,300 | 3,332 | 15,994 | 88,016 | 89,696 |
| Reliant | 5,700 | ..... | 5,777 | 29,278 | ..... | 139,994 |
| Volare | ..... | 550 | ..... | ..... | 51,779 | ..... |
| Caravelle | ..... | 150 | ..... | ..... | 4,103 | 2,139 |
| Gran Fury | ..... | 150 | ..... | ..... | 13,297 | 7,448 |
| Chrysler Total | ..... | 2,550 | ..... | ..... | 47,573 | 22,098 |
| LeBaron | ..... | 2,000 | ..... | ..... | 36,335 | 17,236 |
| Chrysler | ..... | 550 | ..... | ..... | 11,238 | 4,862 |
| Dodge Total | 7,600 | 4,550 | 7,894 | 38,512 | 141,853 | 199,637 |
| Omni | 3,900 | 2,700 | 3,213 | 15,197 | 76,510 | 73,062 |
| Aspen | ..... | 350 | ..... | ..... | 36,905 | ..... |
| Aries | 3,700 | ..... | 4,681 | 23,315 | ..... | 110,249 |
| Diplomat | ..... | 1,250 | ..... | ..... | 17,701 | 12,644 |
| St. Regis | ..... | 250 | ..... | ..... | 10,737 | 3,682 |
| FORD MOTOR | ..... | 3,960 | 31,384 | 149,930 | 706,915 | 780,432 |
| Ford Division | ..... | 3,409 | 21,992 | 98,243 | 523,109 | 532,228 |
| Escort | ..... | ..... | 7,295 | 35,342 | ..... | 199,262 |
| Pinto | ..... | 3,409 | ..... | ..... | 64,980 | ..... |
| Fairmont | ..... | ..... | 4,659 | 22,248 | 143,497 | 114,502 |
| Must./Must. II | ..... | ..... | 5,530 | 22,120 | 139,900 | 93,133 |
| Granada | ..... | ..... | 2,759 | 9,753 | 49,412 | 46,260 |
| Thunderbird | ..... | ..... | 1,749 | 5,297 | 74,793 | 38,185 |
| Ford | ..... | ..... | ..... | 3,483 | 50,527 | 40,886 |
| L-M Division | ..... | 551 | 9,392 | 51,687 | 183,806 | 248,204 |
| Mercury Total | ..... | 551 | 9,392 | 44,268 | 165,552 | 211,907 |
| Bobcat | ..... | 551 | ..... | ..... | 11,862 | ..... |
| Lynx | ..... | ..... | 2,849 | 13,103 | ..... | 69,529 |
| Capri | ..... | ..... | 1,739 | 8,934 | 40,144 | 32,819 |
| Zephyr | ..... | ..... | 1,475 | 8,626 | 45,863 | 35,298 |
| Cougar/Monarch | ..... | ..... | 1,415 | 5,300 | 16,409 | 23,866 |
| XR-7 | ..... | ..... | 864 | 2,528 | 23,752 | 16,740 |
| Mercury | ..... | ..... | 1,050 | 5,778 | 27,522 | 33,658 |
| Lincoln Total | ..... | ..... | ..... | 7,419 | 18.254 | 36,297 |
| Lincoln | ..... | ..... | ..... | 3,711 | 7.036 | 17,699 |
| Mark VI | ..... | ..... | ..... | 3,708 | 9,357 | 18,598 |
| Versailles | ..... | ..... | ..... | ..... | 1,861 | ..... |
| GENERAL MOTORS | 93,224 | 82,365 | 91,111 | 451,960 | 2,355,666 | 2,379,497 |
| Buick Division | 16,592 | 16,886 | 16,962 | 83,084 | 465,825 | 515,720 |
| Skylark | 6,456 | 4,566 | 5,469 | 23,622 | 126,737 | 144,306 |
| Century | 821 | 3,790 | 1,277 | 8,748 | 103,078 | 86,741 |
| Regal | 4,615 | 4,410 | 5,446 | 28,917 | 123,050 | 157,334 |
| Buick | 3,475 | 3,415 | 3,433 | 16,246 | 86,608 | 93,890 |
| Riviera | 1,325 | 705 | 1,337 | 5,551 | 26,352 | 33,549 |
| Cadillac Division | 7,334 | 4,140 | 7,304 | 30,729 | 116,971 | 159,687 |
| Cimarron | 1,000 | ..... | 990 | 3,723 | ..... | 6,280 |
| Seville | 489 | 695 | 493 | 2,047 | 19,896 | 15,260 |
| Eldorado | 1,605 | 1,325 | 1,615 | 6,698 | 30,605 | 37,912 |
| Cadillac | 4,240 | 2,120 | 4,206 | 18,261 | 66,470 | 100,235 |
| Chevrolet Division | 37,615 | 32,380 | 35,712 | 177,422 | 986,636 | 871,661 |
| Chevette | 8,910 | 9,700 | 7,618 | 34,691 | 251,737 | 187,911 |
| Cavalier | 4,970 | ..... | 3,474 | 13,189 | ..... | 32,373 |
| Monza ('80) | ..... | 3,400 | ..... | ..... | 94,369 | ..... |
| Camaro | 3,105 | 2,540 | 4,202 | 19,750 | 73,095 | 84,058 |
| Citation | 8,455 | 9,805 | 7,492 | 38,038 | 261,812 | 208,956 |
| Malibu | 3,190 | 5,215 | 3,817 | 30,031 | 153,287 | 153,886 |
| Monte Carlo | 3,245 | 920 | 3,508 | 18,090 | 58,091 | 85,296 |
| Chevrolet | 4,800 | ..... | 4,843 | 21,169 | 70,075 | 102,472 |
| Corvette | 940 | 800 | 758 | 2,464 | 24,170 | 16,709 |
| Oldsmobile Division | 17,821 | 19,470 | 17,722 | 91,425 | 458,856 | 535,837 |
| Omega | 3,700 | 2,790 | 3,364 | 14,634 | 67,411 | 86,375 |
| Cutlass | 7,380 | 10,812 | 7,489 | 46,381 | 230,601 | 265,596 |
| Oldsmobile | 5,680 | 4,868 | 5,806 | 26,009 | 137,569 | 155,884 |
| Toronado | 1,061 | 1,000 | 1,063 | 4,401 | 23,275 | 27,982 |
| Pontiac Division | 13,862 | 9,489 | 13,411 | 69,300 | 327,378 | 296,592 |
| Acadian† | 385 | 280 | 385 | 2,181 | 13,392 | 13,065 |
| J2000 | 2,525 | ..... | 2,474 | 11,926 | ..... | 26,821 |
| Sunbird ('80) | ..... | 3,000 | ..... | ..... | 82,581 | ..... |
| T1000 | 2,196 | ..... | 2,265 | 10,962 | ..... | 41,803 |
| Firebird | 1,830 | 1,540 | 2,448 | 11,529 | 47,803 | 41,637 |
| Phoenix | 2,377 | 2,932 | 2,181 | 11,233 | 76,743 | 66,591 |
| Grand Prix | 2,425 | 415 | 1,909 | 12,202 | 35,242 | 60,436 |
| LeMans | 1,760 | 127 | 1,383 | 7,676 | 34,459 | 37,581 |
| Pontiac | 364 | 1,195 | 366 | 1,591 | 37,158 | 8,658 |
| VOLKSWAGEN | 3,760 | 4,375 | 2,987 | 12,363 | 112,041 | 99,439 |
| CHECKER | ..... | ..... | ..... | 104 | 1,570 | 1,218* |
| Total Cars, U. S. | 116,684 | 101,950 | 145,685 | 712,633 | 3,616,726 | 3,783,852* |

## CANADIAN CAR PRODUCTION

| | Week Ended July 11, 1981 | Week Ended July 12, 1980 | Week Ended July 4, 1981 | June Totals | Jan. 1 to July 12, 1980 | Jan. 1 to July 11, 1981 |
|---|---|---|---|---|---|---|
| AMERICAN MOTORS | 840 | ..... | 699 | 3,440 | ..... | 18,096 |
| CHRYSLER CORP. | 2,792 | ..... | 1,959 | 8,743 | 38,578 | 24,931 |
| FORD MOTOR | 600 | 1,008 | 5,965 | 32,229 | 144,231 | 128,547 |
| GENERAL MOTORS | 9,368 | 11,872 | 10,415 | 56,518 | 296,124 | 311,809 |
| VOLVO | 225 | 225 | 180 | 989 | 5,703 | 5,807 |
| Total Cars, Canada | 13,825 | 13,105 | 19,218 | 101,919 | 484,636 | 489,190 |
| N. American Cars | 130,509 | 115,055 | 164,903 | 814,552 | 4,101,362 | 4,273,042 |
| N. American Trucks | 32,502 | 20,807 | 46,959 | 233,366 | 1,166,283 | 1,283,836 |
| North American Cars and Trucks | 163,011 | 135,862 | 211,862 | 1,047,918 | 5,267,645 | 5,556,878 |

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

## TRUCK PRODUCTION IN U. S.†

| | Week Ended July 11, 1981 | Week Ended July 12, 1980 | Week Ended July 4, 1981 | June Totals | Jan. 1 to July 12, 1980 | Jan. 1 to July 11, 1981 |
|---|---|---|---|---|---|---|
| CHEVROLET | 10,675 | 7,870 | 11,160 | 52,051 | 268,918 | 316,651 |
| DODGE/PLYMOUTH | 2,200 | 1,400 | 2,249 | 11,767 | 84,795 | 54,291 |
| FORD | ..... | ..... | 13,545 | 67,907 | 293,535 | 347,407 |
| GMC | 5,105 | 4,043 | 4,045 | 18,222 | 91,283 | 107,804 |
| INTERNATIONAL | ..... | 2,230 | 1,352* | 7,370 | 26,996 | 38,522 |
| MACK | ..... | 460 | ..... | ..... | 14,093 | ..... |
| JEEP | 2,500* | ..... | 2,500* | 11,008 | 51,105 | 48,471* |
| AMC CORP. | 90* | 225* | 90* | 396* | 5,054* | 2,345* |
| VOLKSWAGEN | 1,400* | 650* | 1,400* | 6,160* | 22,450 | 34,000* |
| MISCELLANEOUS | 940 | 625 | 757 | 3,040 | 15,819 | 24,374 |
| Total Trucks, U. S. | 22,910 | 17,503 | 37,098 | 177,921 | 874,048 | 973,865 |

## CANADIAN TRUCK PRODUCTION

| | Week Ended July 11, 1981 | Week Ended July 12, 1980 | Week Ended July 4, 1981 | June Totals | Jan. 1 to July 12, 1980 | Jan. 1 to July 11, 1981 |
|---|---|---|---|---|---|---|
| CHRYSLER CORP. | 2,400 | ..... | 1,643 | 9,752 | 22,198 | 45,275 |
| FORD MOTOR | 750 | 354 | 2,644 | 15,298 | 103,811 | 90,421 |
| GENERAL MOTORS | 6,442 | 2,910 | 5,387 | 29,548 | 144,774 | 167,869 |
| AMERICAN MOTORS | ..... | ..... | ..... | ..... | 11,644 | ..... |
| INTERNATIONAL | ..... | ..... | 187 | 847 | 8,484 | 6,406 |
| MACK | ..... | 40 | ..... | ..... | 1,324 | ..... |
| Total Trucks, Canada | 9,592 | 3,304 | 9,861 | 55,445 | 292,235 | 309,971 |
| N. American Trucks | 32,502 | 20,807 | 46,959 | 233,366 | 1,166,283 | 1,283,836 |

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. All General includes government-destined vehicles. All General will no longer be figured in with North American trucks.